

Business Communications Manager 3.0 Update

**Inform Online eSeminar
October 24, 2002**



Agenda

- **BCM Product Overview**
- **Solutions Profiles**
- **Why BCM?**
- **Why Nortel Networks?**

Business Communications Manager 3.0

Product Overview

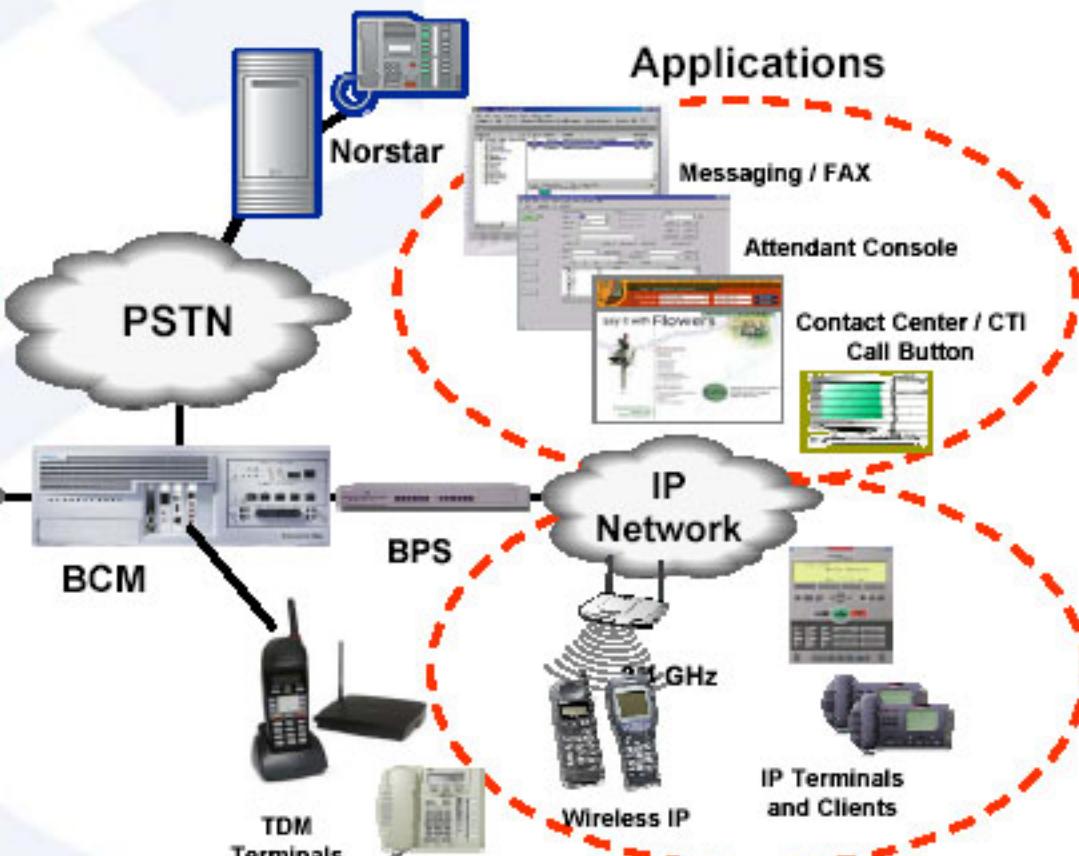
Business Communications Manager

Complete VoIP solution for small sites

Centralized Management



Local / remote management, backup and restore
View / change configuration settings for all services
Perform software key-code activation
Set alarms or other events
Administration and Diagnostics



WAN Data

High performance IP Router
VoIP QoS
DNS & Web Caching
DHCP Server
Firewall / VPN
NAT / PAT

- Cost effective converged voice and data solutions
- Highly flexible and feature rich
- Secure, Scalable, and Highly Reliable

Terminals and Clients

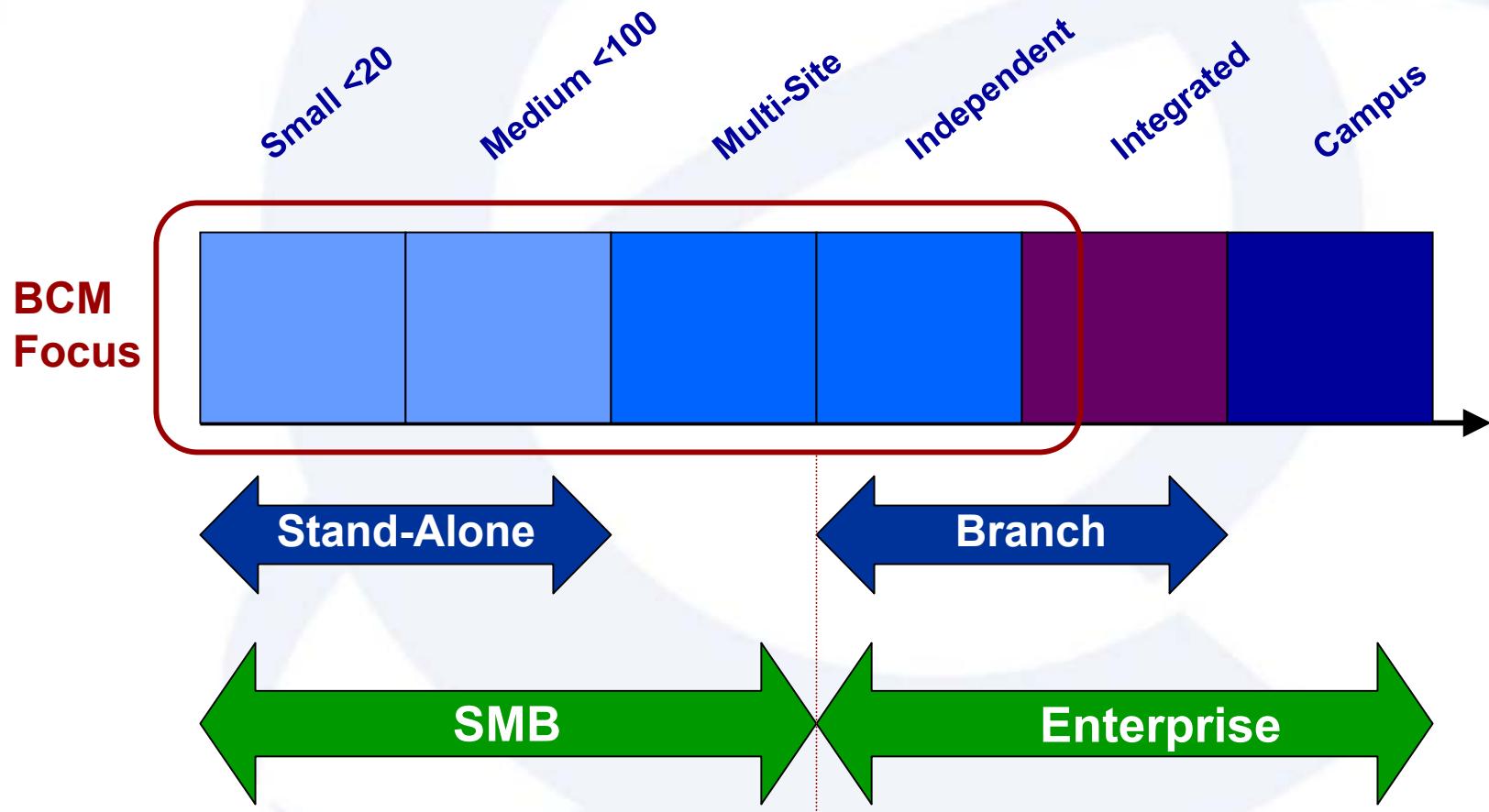
BCM 3.0 POR Content – December 2002*

| Circuit Switched Telephony | IP Telephony | Data/Management | Applications | Base Platform |
|---|--|--|--|--|
| <ul style="list-style-type: none">• Increased Digital Station Capacity• Increased Analog Station Capacity• Enhanced Telephony Routing• CDR Enhancements• Silent Monitor for Hunt Groups | <ul style="list-style-type: none">• i2050 Diagnostic Tool• Nortel H323 Compatibility• Feature Scrolling on IP Sets• Extra Buttons on i200x sets• Hot Desking | <ul style="list-style-type: none">• NCM 2.0• IPSec Client• IP set vLAN Support• Additional Wizards• Desktop Assistant Pro Admin• Multi Level UM Admin | <ul style="list-style-type: none">• IVR Run-time Engine• Silent Monitor for Call Center | <ul style="list-style-type: none">• Upgrade from BCM 2.5 & FP1• BCM400 platform• BCM200 platform |

* EMEA, APAC – January 2003

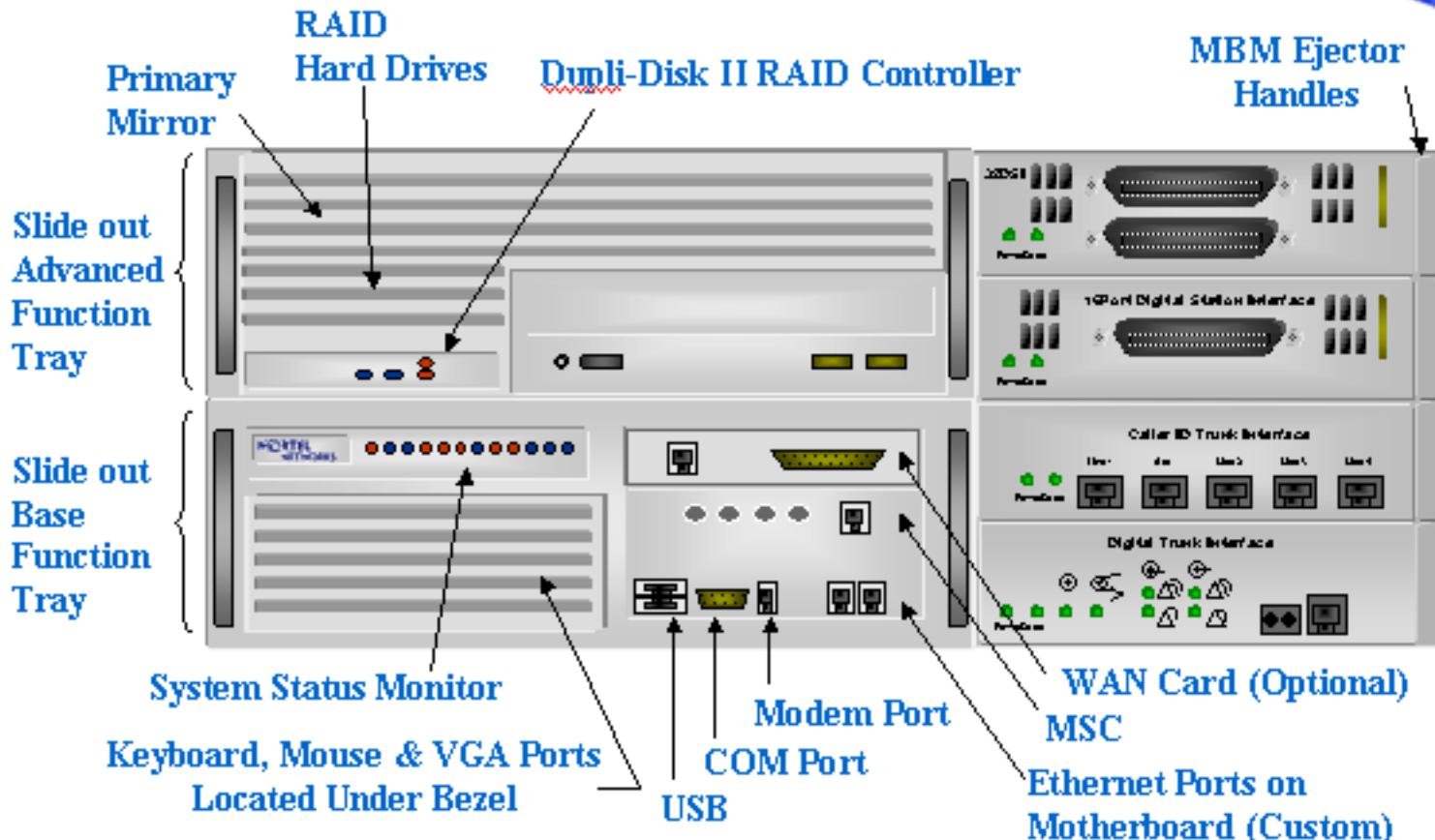
Solution Positioning

By Size and Customer Type



Solution Scenarios

✓ BCM400 Base Unit



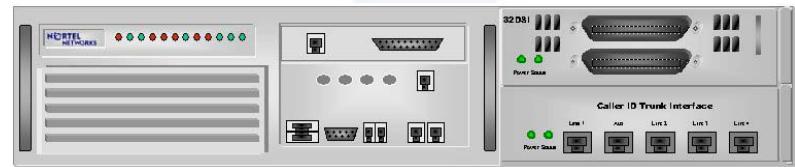
Solution Scenarios

✓ BCM200 Base Unit

Half-size version of new chassis
Supports 2 media bay modules

Same Media Bay Modules as BCM
Same features and services as BCM

“Fast Start” installation wizards

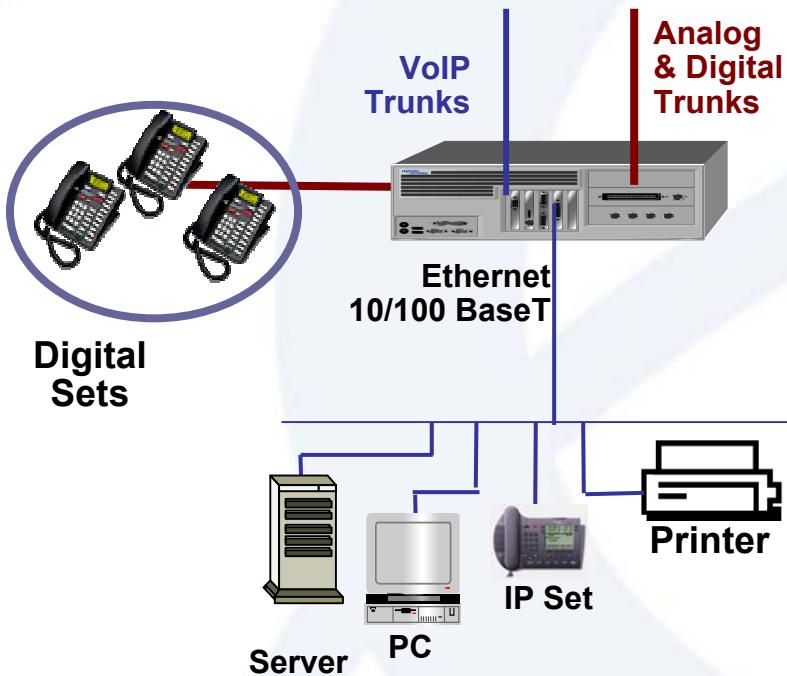


Configuration Options

| | |
|-------------------|------------------------------|
| Analog X Analog | 4X8 |
| Digital X Analog | T1x8, BRIx8 |
| Analog X Digital | 4X16, 8X16, 8X32 |
| Mix X Digital | T1+ 4X16, BRI+4X16 |
| Digital X Digital | BRIx16, T1x16, T1x32, PRIx32 |

Solution Scenarios

Increased station capacity



Previous

- 16 Digital Sets per DS-30
- 4 DS-30 Support **64 Sets**

BCM 3.0

- 32 Digital Sets per DS-30
- 4 DS-30 Support **128 Sets**

New DSM16+ & DSM32+ Modules

- Available in November 2002

Using 100% VoIP Trunks:

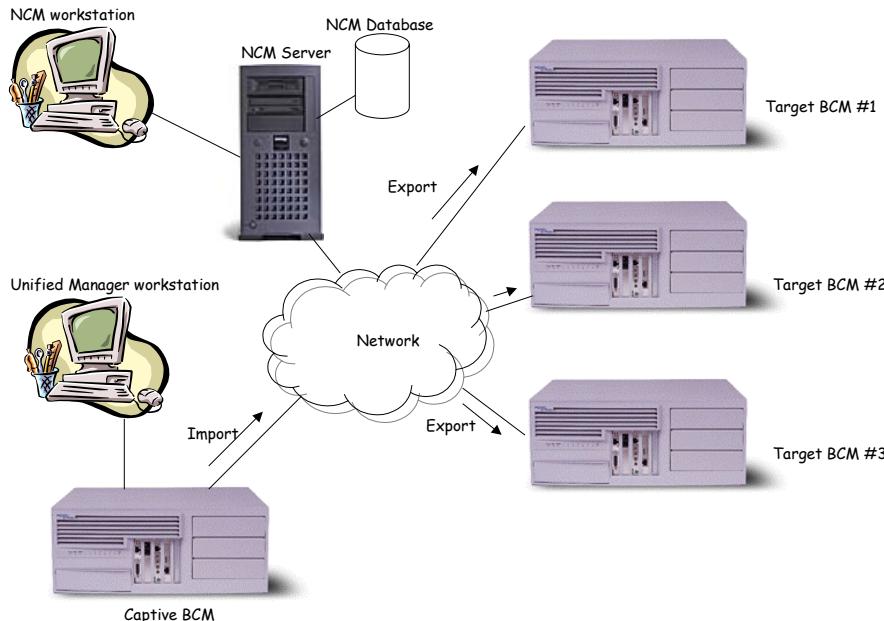
- 2/6 Split – 192 TDM & 58 IP = 250 Stations
- 3/5 Split – 160 TDM & 90 IP = 250 Stations
- Effective Maximum ~240 Total Stations

BCM 3.0 – Core Feature Enhancements

- **Enhanced Telephony Routing**
 - Ability to route on 12 dialed digits
 - The ability to route on three routes rather than just primary and alternate
- **Silent Monitor for Hunt Groups**
 - Allows the Hunt Group supervisor to silently monitor agents
- **Support ≤12 Centralized Answering Positions (CAPs) per BCM System**
- **Support Flash-Hook During 3-Way Conference Call**

Solution Scenarios

✓ Network Configuration Manager 2.0



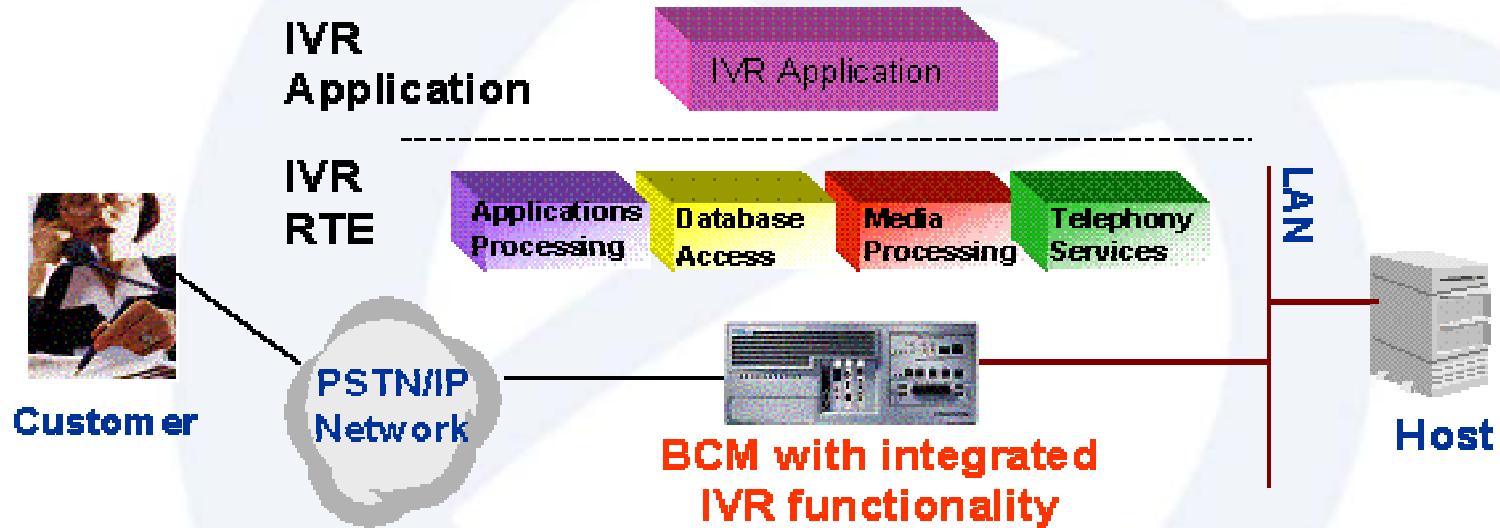
- ☞ NCM Server/Client at NOC/TAC Center
- ☞ NCM Agent on BCM – Keycoded
- ☞ Supports Multi-Site Programming Changes
 - ➔ AA & CC Greetings
 - ➔ AA Hours of Operation
 - ➔ CCR Trees
 - ➔ VoIP Remote Gateway
 - ➔ IVR Scripts
 - ➔ Core Telephony
 - ➔ Apply Keycodes
 - ➔ Schedule Changes

BCM 3.0 – System Management

- **Multi-Level Unified Manager Administration**
 - Define Multiple User Groups with Different Permissions for Unified Manager
- **Unified Manager Enhancements**
 - One login on Launch Page
 - New Network Update Wizard
 - Network-Loaded Templates for DN Records
 - Button Programming in Add User Wizard

Solution Scenarios

Interactive Voice Response (IVR)



IVR Run Time Engine

- Pre-installed on BCM 3.0
- Keycode Activated to enable 2 to 24 IVR channels

IVR Application Development

- Application Development Tools - graphical development environment, emulator, training
- Application development available from:
 - Portal Solutions Professional Services Organization
 - 3rd Party Developer or Qualified Partner (must invest in tools training etc.)

BCM 3.0 – Applications Enhancements

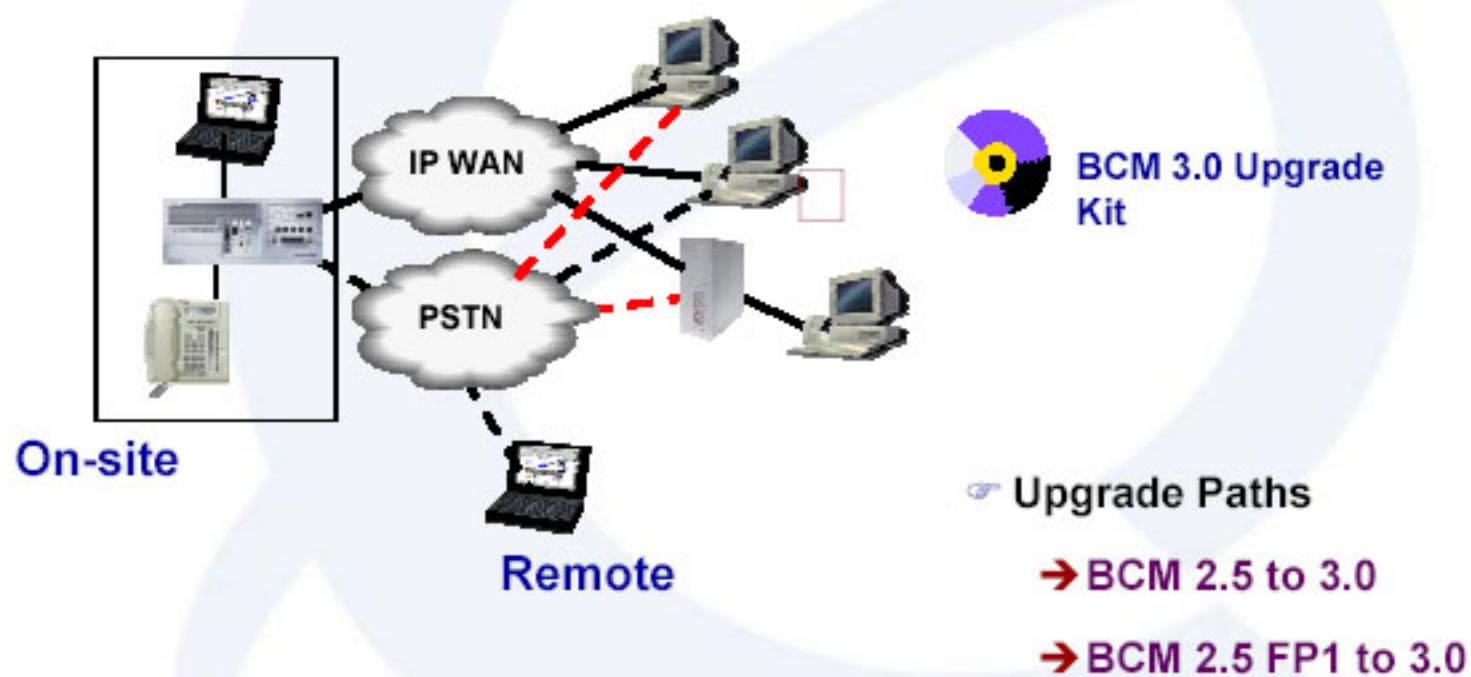
- **Silent Monitor for Call Center**
 - Available on Basic or Professional Call Center
 - Silently monitor individual agent desktops
- **CDR Enhancements**
 - ‘Pull’ Capability
- **IP Sec Client**
 - Currently support branch-to-branch or branch-to-HQ

BCM 3.0 – IP Enhancements

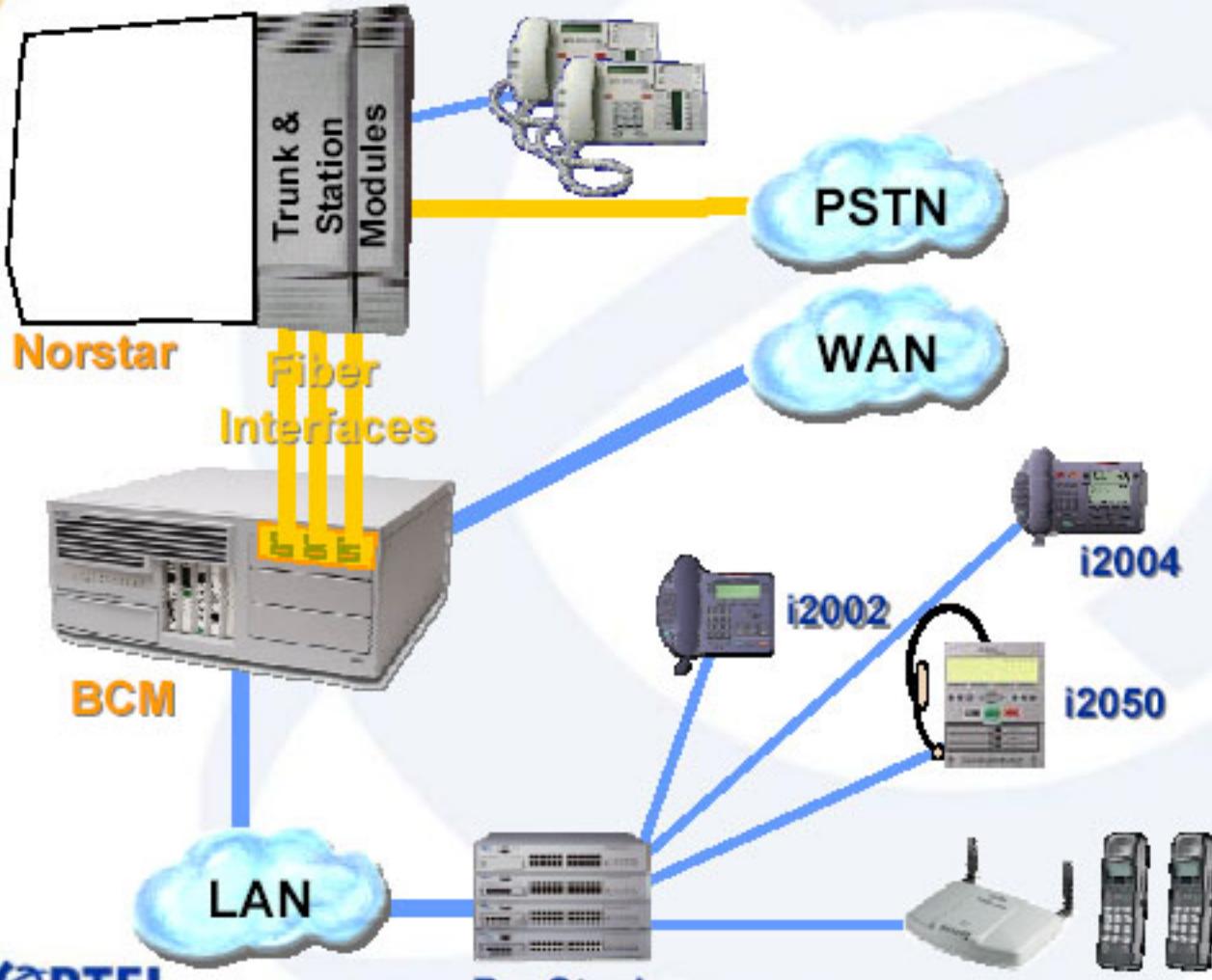
- **New i2004 Set Support**
- **IP Set Features & Buttons**
- **IP Set Hot Desking**
 - Allow an IP Set to Adopt Configuration of Another IP Set
- **New QCP handset support**
 - Support for new Symbol Wireless VoIP handset
- **IP Set VLAN Support**
 - Distribution of VLAN ID's from DHCP Server to IP Sets (802.1 q)
- **Succession Interoperability**

Solution Scenarios

✓ BCM 3.0 Upgrade



Upgrading Norstar to BCM: Investment Protection



**60% of Norstar
investment is
retained**

Business Communications Manager Benefits

Flexibility....

- Packet switching
- Circuit switching
- Wireline or wireless
- Applications

Any one or all!



High Performance Data Services

- IP telephony & trunking
- Advanced / integrated router with IP/IPX, RIP/OSPF, & Frame Relay
- Firewall, VPN & IPSec
- DHCP & DNS

High Performance Voice Services

- Digital telephony & trunking
- Advanced Norstar feature set
- Voice mail, fax server & unified messaging
- Call center/ IVR/ attendant console
- Unified management & CDR

*The complete
communications
solution for small
site or branch office*

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Solutions Profiles

Solution Scenario #1: SMB Multisite

Background:

- Inspire & Motivate - advertising agency
- Headquartered in Minneapolis, with branch offices in New York, Atlanta, Dallas, and San Francisco.
- The headquarters has 50 employees and each branch has an average of 20 employees.
- Frequent voice and file transfer traffic between sites.

Problem:

- Inspire & Motivate is the amalgamation of 3 separate advertising agencies
- No networking, no telecommuter, road warrior support capabilities.

Options:

- Traditional telephony solution
- Business Communications Manager

Solution Scenario #1: SMB Multisite

| Business Case Calculation: | Business Communications Manager / BPS | Traditional Telephony Solution |
|--|---------------------------------------|--------------------------------|
| Total Capital cost of Solution | \$137,000 | \$82,000 |
| Annualized MAC Savings | (\$9,000) | |
| Annualized Converged Support Savings | (\$25,000) | |
| Annualized TDM wiring savings (existing sites) | (\$3,375) | |
| Bandwidth Efficiency Savings | (\$7,200) | |
| Net Year One Cost | \$92,425 | \$82,000 |
| Recurring Annual Savings | \$44,000 | \$0 |
| Payback | 1.25 years | |

Solution Scenario #2: The Multi Branch Enterprise

Background:

- First United Bank, financial institution headquarter in Atlanta, branch network across the southeast
- They have 600 employees at the head office, 30 branches with 25 employees per branch.
- Recent acquisition of a smaller competitor

Problem:

- Need to expand their market coverage and control costs
- Adding banking kiosks to 15 grocery locations
- Bring their 15 new branches “into the fold” and build out new kiosk locations

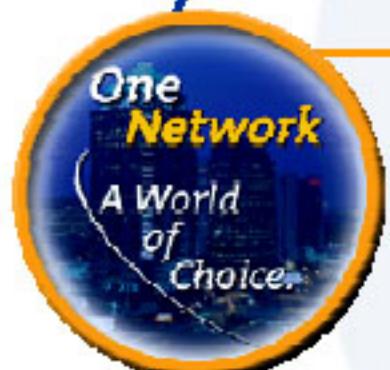
Solution:

- Leverage existing Meridian 1, Option 61C; add IP enabling ITG cards
- Standardize on the Remote 9150 for their kiosk locations
- Deploy new Business Communications Managers for each branch
- Full deployment is expected to take 12 months

Solution Scenario #2: The Multi Branch Enterprise

| Business Case Calculation: | The Nortel Solution |
|---|----------------------------|
| Total Capital cost of Solution | \$1,102,300 |
| Annualized MAC Savings | (\$56,250) |
| Annualized Converged Support Savings | (\$700,000) |
| Annualized TDM wiring savings (existing sites) | (\$125,297) |
| Bandwidth Efficiency Savings | (\$253,800) |
| Travel Savings | (\$72,000) |
| Net Year One Cost | 1,518,800 |
| Recurring Annual Savings | 1,207,347 |
| Payback | .8 years |

Succession Enterprise Solutions

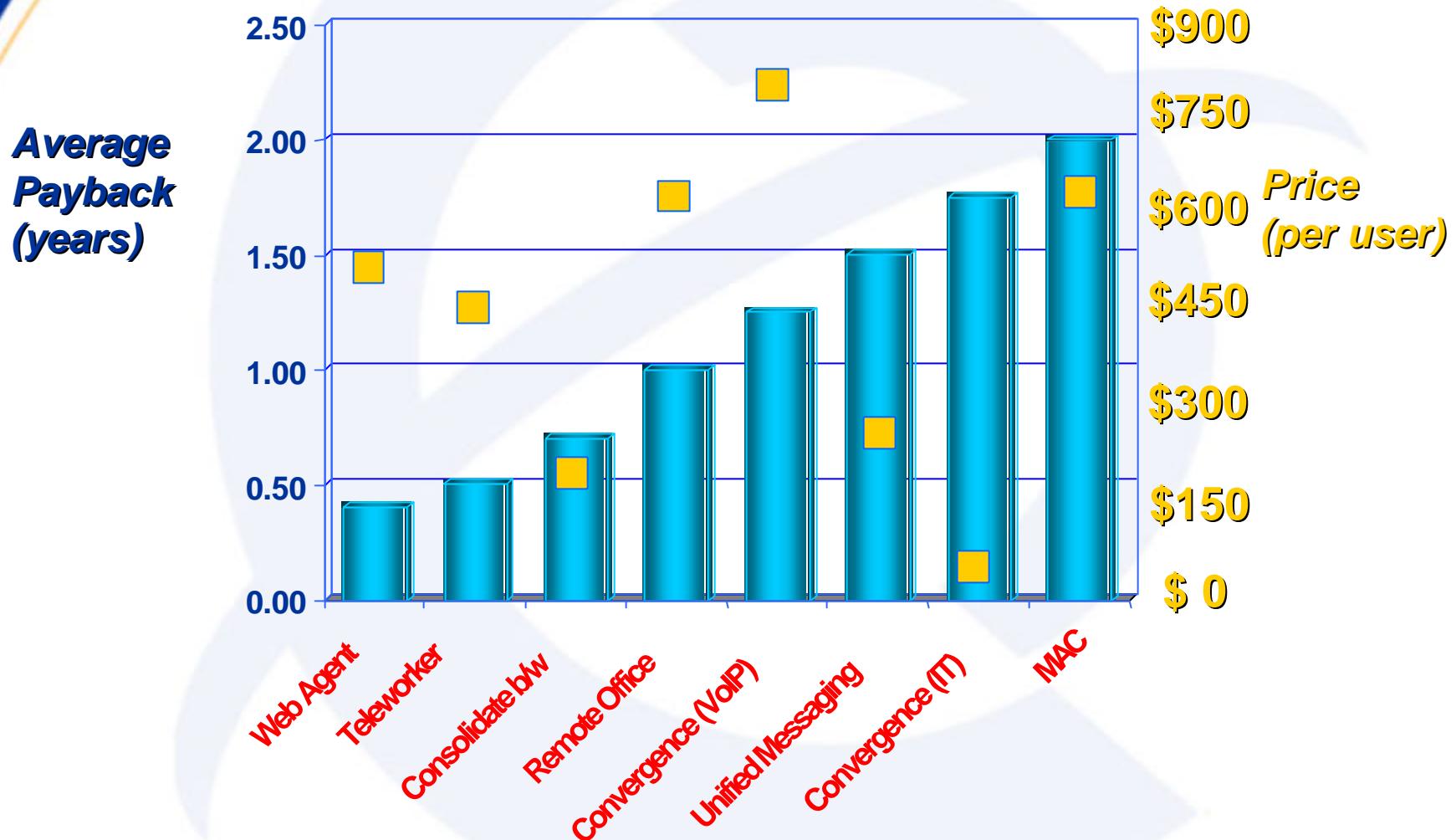


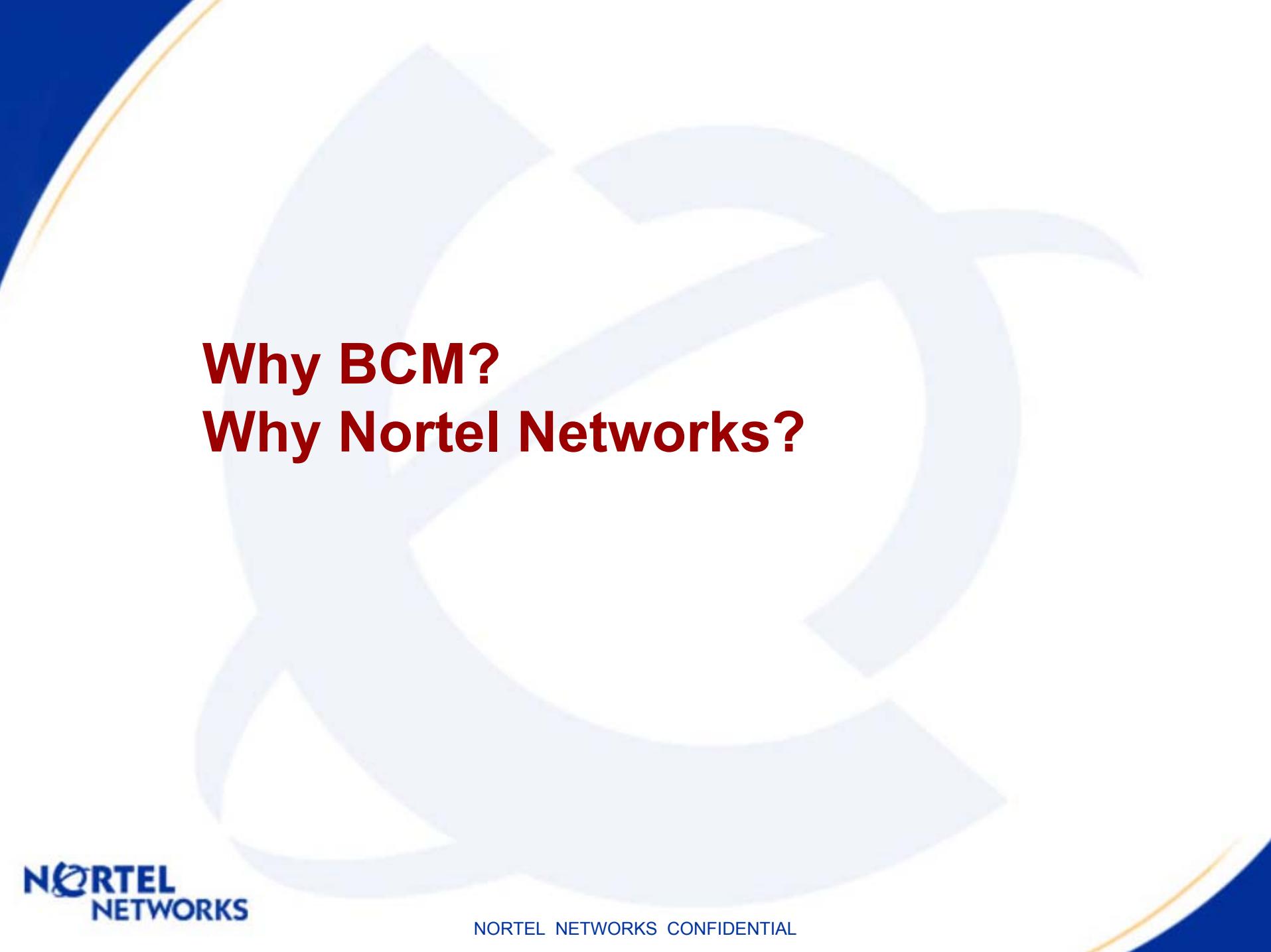
Communication
Network Servers
Network



Succession Enterprise Solutions

IP Telephony Business Case Analysis





Why BCM? Why Nortel Networks?



- **The Challenge**

- Manage substantial growth & increased business over a broader geographical area
- Maintain & improve communications amongst employees, suppliers & customers

- **The Solution**

- Business Communications Manager
 - Offered significant operational cost savings with centralized administration
 - Eliminated LD charges with on-network dialing between offices
 - Provided seamless communications & improved productivity, positively impacting customer service



- **The Customer's View**

“We have put in a foundation – a building block for continuing to better serve our customers..... Our services will transcend the conventional 8 to 5 workday and traditional time zones and territories. These boundaries will become invisible to our customers, who will be the ultimate beneficiaries of our advanced network infrastructure.”

Robert Armstrong, Manager of Infrastructure
Planning, Testing & Implementation
Administaff



Nortel Networks Leadership

Enterprise Market Leadership

- #1 Enterprise MS WAN Switch
- #1 in Contact Center
- #1 in independent VPN market
- #1 Fixed L4-7 Gigabit Ethernet Switch
- #1 in Metro Optical Systems
- #1 VoIP Market Share in N.A.
- #1 in Interactive Voice Response (IVR)

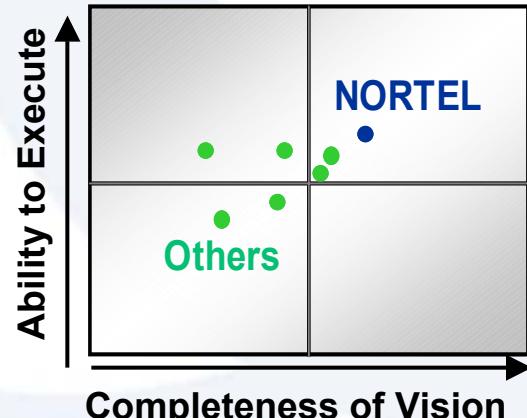
Enterprise Technology Leadership

- First fully electronic PBX
- First with 10 GigE WAN
- First fully digital key telephone system
- First X.25 data switch
- First routing switch in market
- Best Converged Technology Product 2002
- Best Security Product 2002

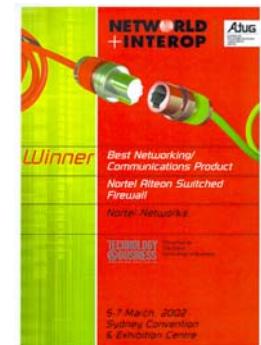
Magic Quadrant Leadership

Gartner

- VoIP Services
IP-PBX >100 Lines
- Converged Branch
IP-PBX <100 Lines
- Secure IP Services
VPN CPE



Nortel Awards



Nortel's VoIP Solutions for Your Business Success

- Advanced multimedia applications enable new service options and drive revenue!

- Multimedia contact centers
- Unified messaging
- eBusiness applications
- CRM tools
- Mobility

- Cost savings for a networked world

- Converged, simplified network
- Centralized management
- Plug and play capabilities



- Convergence at your pace
 - Evolution or revolution
 - IP / TDM mix and match
- Full solutions provider
 - Unparalleled breadth and depth of applications
 - From the smallest to the largest organization
 - Leading edge technologies

The logo for Nortel Networks features the company name in a bold, blue, sans-serif font. The letter 'N' is stylized with a circular swirl through its top loop. The word 'NORTEL' is stacked above 'NETWORKS'. The background is white with a faint, large, light-blue circle behind the text. A thin gold border runs along the top and bottom edges of the slide.

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